

BROADCASTING STANDARDS AUTHORITY
TE MANA WHANONGA KAIPĀHO
SURVEY OF BROADCASTERS 2018

APRIL 2018

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INTRODUCTION

The Broadcasting Standards Authority (BSA) was established under the Broadcasting Act 1989 as an independent Crown entity and tribunal to:

- ▶ determine complaints about broadcasters' compliance with the Codes of Broadcasting Practice relating to broadcasts on free-to-air TV, pay TV and radio;
- ▶ develop and issue codes of broadcasting practice;
- ▶ encourage the development and observance by broadcasters of codes of broadcasting practice; and
- ▶ oversee the obligation on broadcasters to file a levy return and, if required, pay a levy to the BSA.

In 2006, 2010 and from 2013 to 2017, the BSA surveyed the subset of broadcasters that had a complaint determined by the BSA in the last 12 months, to understand their perceptions and experiences of the complaints process and relationships with the BSA.

In 2018, for the first time, all 120 broadcasters known to the BSA were invited to take part with each broadcaster contributing one response.



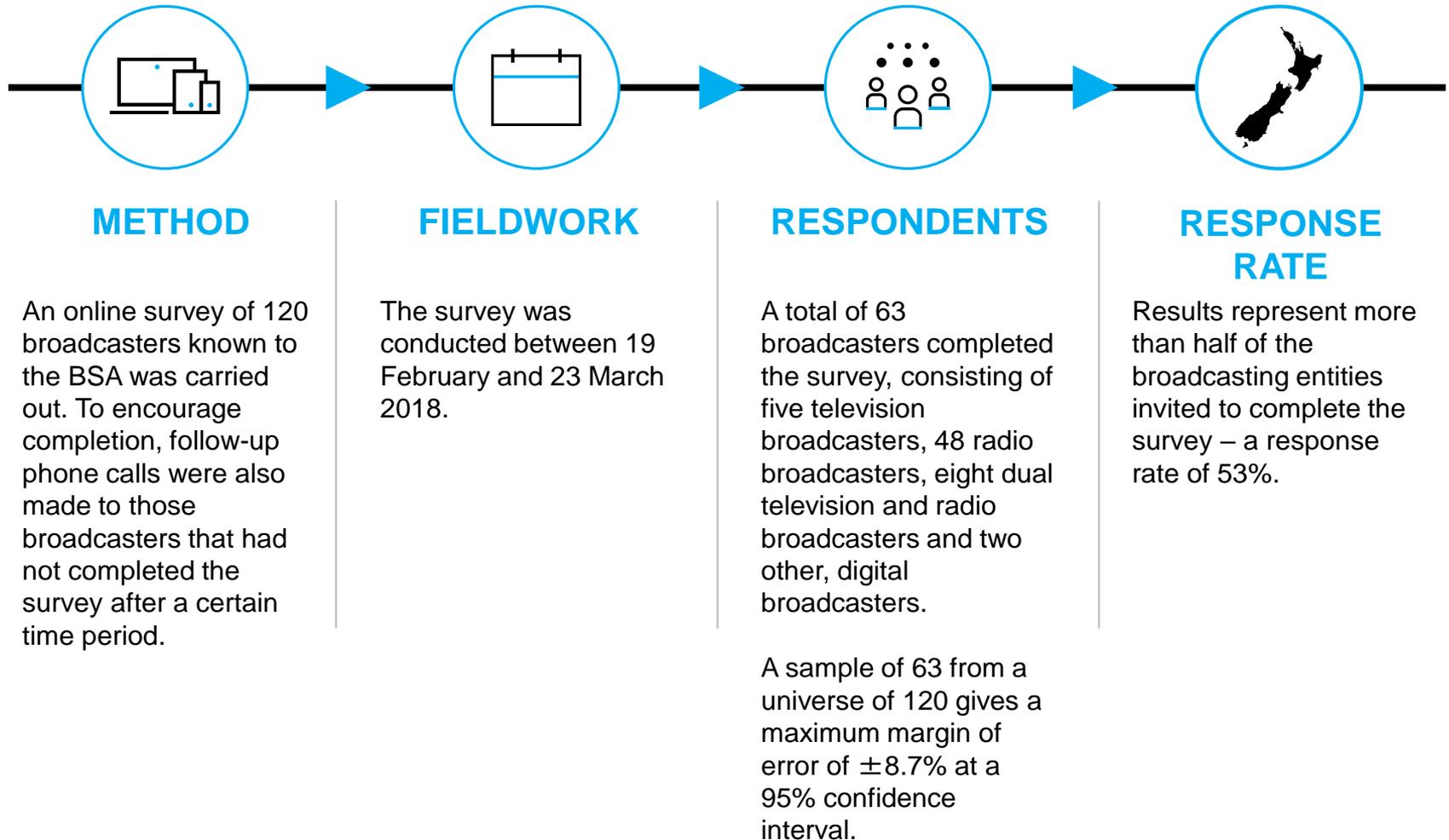
OBJECTIVES

The overall objective of this survey is to gain a better understanding of how broadcasters view their relationship with the BSA. The results of this survey, outlined in this report, will assist the BSA to measure and monitor the effectiveness of its work and to identify any areas for improvement, including areas where broadcasters require further assistance or education to better meet their obligations.

Specifically, the research covered;

1. working relationship: broadcasters' satisfaction with the quality of their working relationship with the BSA;
2. processes and services with regard to:
 - ▶ complaints determination;
 - ▶ oversight of the broadcasting standards regime;
 - ▶ BSA research;
 - ▶ guidance and information in relation to the 2017 General Election; and
 - ▶ information from, and communication with, the BSA.

METHODOLOGY



NOTES TO THIS REPORT

Unless otherwise specified, results throughout the report have been calculated by including the responses 'don't know', to gauge the level of knowledge and relationship with the BSA.

When considering results based on the response of all broadcasters, proportions are used.

When considering results of broadcasters that have had a complaint determined by the BSA in the last 12 months, the actual number of respondents is used.

In this survey, 33 out of 63 broadcasters (52%) gave permission for their responses to be attributed to their organisation.

VERBATIM COMMENTS

Select comments are presented throughout the body of the report. Information that could identify respondents has been removed for confidentiality.

ROUNDING OF FIGURES

All percentages are rounded from two decimal places and, therefore, some results may not add to 100%.

KEY FINDINGS

RELATIONSHIP WITH THE BSA

- Four in five (80%) broadcasters responding to the survey rated their relationship with the BSA as 'good' or 'very good' on a 5-point scale.
 - Results suggest that, on balance, the relationship between the BSA and broadcasters has improved over the past 12 months.
 - All seven broadcasters that had a complaint determined by the BSA in the last 12 months rated their relationship with the BSA positively.
-

PROCESS AND SERVICES: COMPLAINTS DETERMINATION

- Eleven of the 63 (17%) broadcasters responding to the survey had received a formal complaint in the past 12 months. Four had received more than 100 formal complaints.
 - All seven broadcasters that had a complaint determined by the BSA in the past 12 months rated the process positively. Again, results suggest that improvements in the process have been experienced by these broadcasters. Two of the seven explicitly state the process has got better.
 - When compared with 2017, the 2018 ratings given to various aspects of the written decisions, as well as ratings relating to timeliness, suggest improvements in both these areas.
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PROCESSES AND SERVICES: INTERACTIONS WITH STAFF; BSA RESEARCH; 2017 GENERAL ELECTION

- Personal contact with BSA staff is generally perceived very positively. Staff are seen to be professional, knowledgeable, courteous and considerate.
- The majority of broadcasters are aware of the research released in 2017 (59% aware of *Litmus Testing 2017* research and 68% aware of *Use of Social Media Content in Broadcasting* research). These reports are perceived to be of value to broadcasters by almost all those aware of them. However, readership is quite low, with just 32% having read the *Social Media* report and 16% the *Litmus Testing* report.
- Six in ten broadcasters received information and guidance in relation to the 2017 General Election from the BSA. This information/guidance was perceived as helpful in ensuring broadcasters understood their obligations and the standards that applied.

KEY FINDINGS

PROCESSES AND SERVICES: INFORMATION AND COMMUNICATION

- Broadcasters are positive about the general information available from the BSA about the complaints process (88% positive), how to respond to a formal complaint (86% positive) and their obligations under the Act (85% positive).
- Email from the BSA is the most prevalent source of information about broadcasters' obligations (86%).
- All sources of information are perceived as helpful by the great majority, although ratings of the website are less strongly positive than other sources ('good' rather than 'very good').

PROCESSES AND SERVICES: WEBSITE

- Two-thirds (64%) had visited the BSA website in the past 12 months.
 - All aspects of the website are rated positively. However, ratings tend to be satisfactory ('good') rather than enthusiastic ('very good').
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WORKING RELATIONSHIP WITH THE BSA

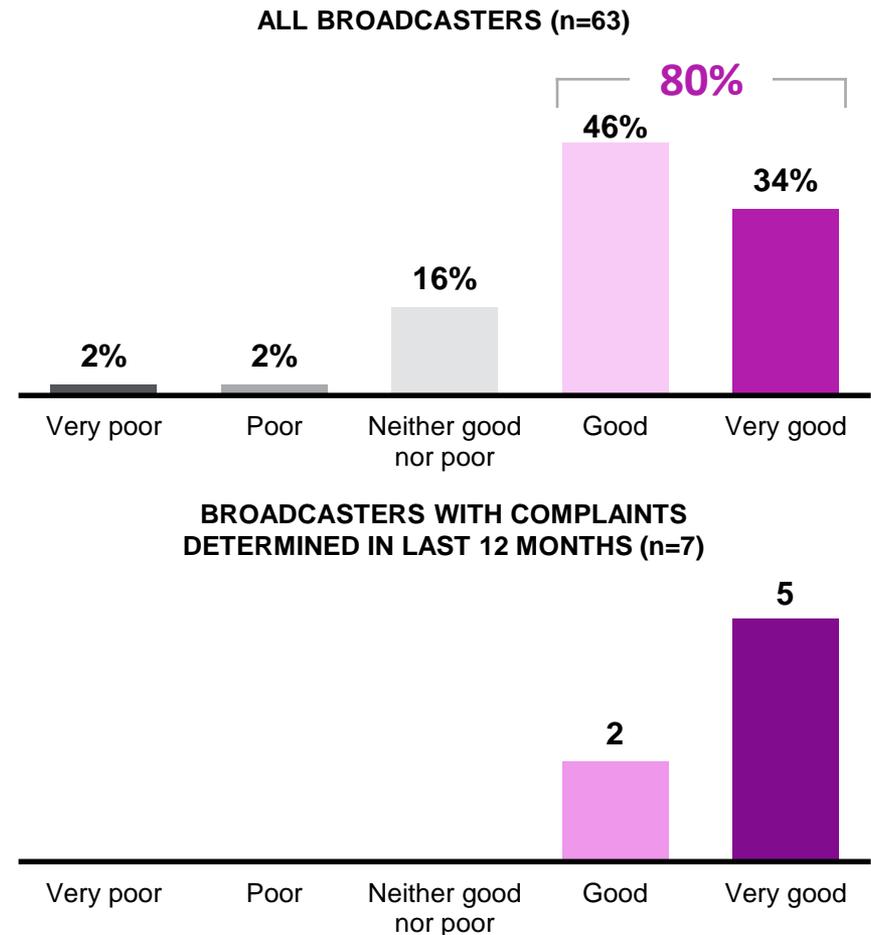
OVERALL, BROADCASTERS HAVE A POSITIVE WORKING RELATIONSHIP WITH THE BSA

Four in five broadcasters rate their working relationship with the BSA positively.

Seven respondents indicated they had a complaint determined by the BSA in the last 12 months. All seven described their relationship with the BSA positively, consistent with 2017.

The broadcasters that describe the relationship as 'poor' or 'very poor' are:

- A small radio station that would like to see the BSA '*checking in with smaller broadcasters personally by phone from time to time about any changes in our obligations. Receiving an email is easy to forget with the deluge of email we receive each day.*'
- A radio/television broadcaster that has issues with the perceived 'red tape' as well as with clarity/enforcement of no advertising days (*NB while advertising hours are contained in the Broadcasting Act 1989 they are not within the BSA's mandate to enforce*).



Base: All respondents (n=63)

Base: All respondents that had a complaint determined by the BSA in the last 12 months (n=7**)

Q3. Overall, how would you rate the relationship you have with the BSA?

RESULTS INDICATE AN IMPROVEMENT OVER THE PAST 12 MONTHS

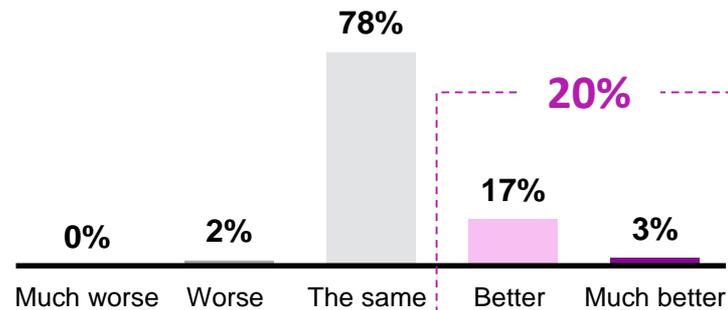
On balance, results indicate an improvement over the past twelve months (20% say the relationship has got better).

When the 20% who described their relationship as improved were asked to elaborate, communication (simple and open), contact (including seminars/workshops) and consultation and engagement on industry issues were the explanations given. Conversely, '[increased] red tape' was identified as the aspect that had caused the relationship to deteriorate by the one broadcaster that gave a rating of 'worse' (this broadcaster had not received a formal complaint in the last 12 months).

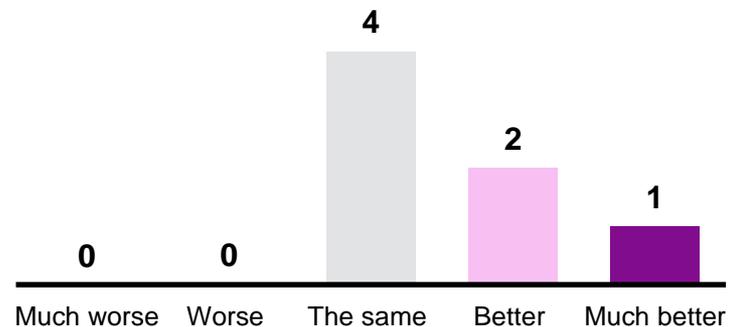
The relationship is also strong among broadcasters that have had a complaint determined by the BSA in the past 12 months and is showing signs of improvement. One broadcaster attributes this to the improvement in communication.

"More communication with the wider team, meeting team members at trainings/networking."

ALL BROADCASTERS (n=63)



BROADCASTERS WITH COMPLAINTS DETERMINED IN LAST 12 MONTHS (n=7)



Base: All respondents excluding 'Don't know/Not applicable' (n=61)

Base: All respondents that had a complaint determined by the BSA in the last 12 months (n=7**)

Q4. Compared with 12 months ago, how would you rate the relationship?

Q5. What aspects, in particular, have improved for you? Base: All respondents that indicated the relationship is 'better' or 'much better' (n=12*)

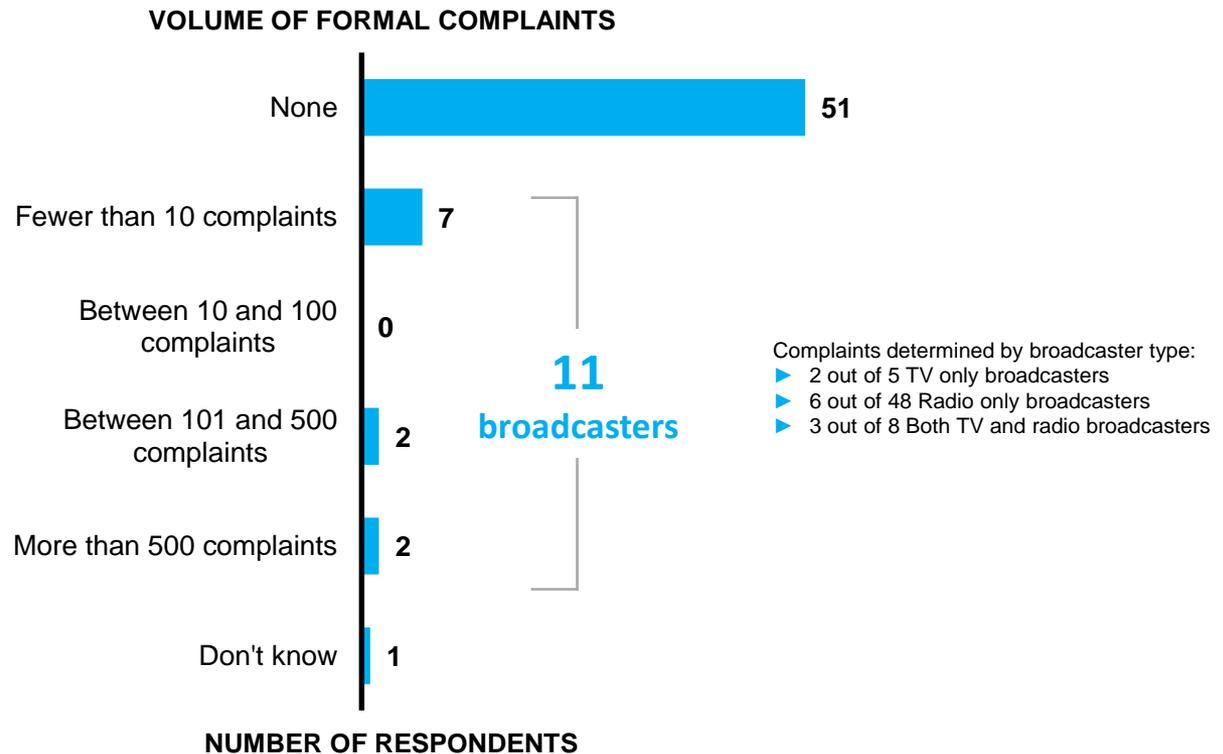
Q6. What aspects, in particular, have deteriorated for you? Base: All respondents that indicated the relationship is 'worse' or 'much worse' (n=1**)

PROCESSES AND SERVICES: COMPLAINTS DETERMINATION

ONE IN FIVE BROADCASTERS HAD RECEIVED A FORMAL COMPLAINT IN THE PAST 12 MONTHS

Eleven respondents indicated they had received at least one formal complaint in the 12 months prior to the survey. Seven indicated they had at least one complaint determined by the BSA.

Four broadcasters (three of which were television broadcasters) indicated that they received over 100 formal complaints in the last 12 months. The small number of these complaints being referred to the BSA suggests that formal complaints are being handled effectively by broadcasters and/or that awareness of the ability, or willingness, to refer to the BSA among complainants may be low.



Base: All respondents (n=63)

Q20. How many formal complaints has your organisation received in the last 12 months?

*Please note, these include all formal complaints made to the broadcaster, whether or not they were referred on to the BSA.

Q21. Have you had a complaint determined by the BSA in the last 12 months?

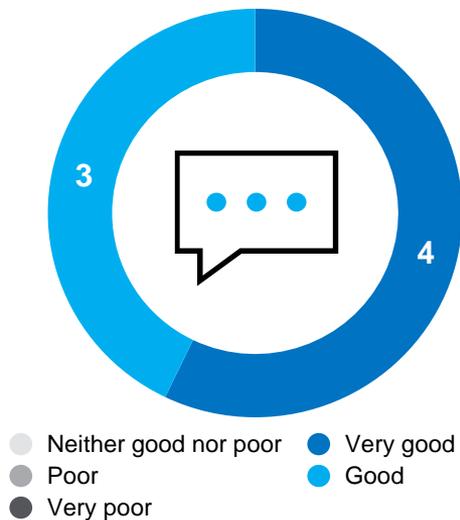
BROADCASTERS ARE SATISFIED WITH THE OVERALL COMPLAINTS PROCESS

There are indications of improvement in the complaints process compared with 12 months ago.

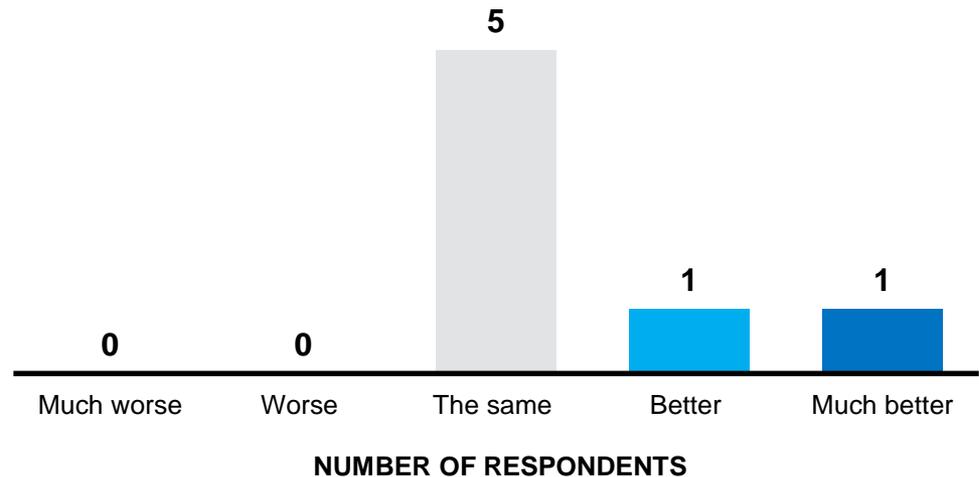
All respondents that had had a complaint determined by the BSA were positive about the process ('good' or 'very good') with more ratings of 'very good' this year than in 2017 (four cf. zero).

Two of the seven broadcasters explicitly indicated that the process had improved. When asked to elaborate on why, comments made were "everything" and "communication and given a chance to submit feedback and opinion from broadcaster".

RATING OF OVERALL COMPLAINTS PROCESS



HOW DOES THE COMPLAINTS PROCESS COMPARE WITH 12 MONTHS AGO?



Base: All respondents that have had a complaint determined by the BSA in the last 12 months (n=7**)

Q24. Overall, how would you rate the process you, as a broadcaster, go through when a complaint has been referred to the BSA?

Q25. Compared with 12 months ago, how would you rate this process?

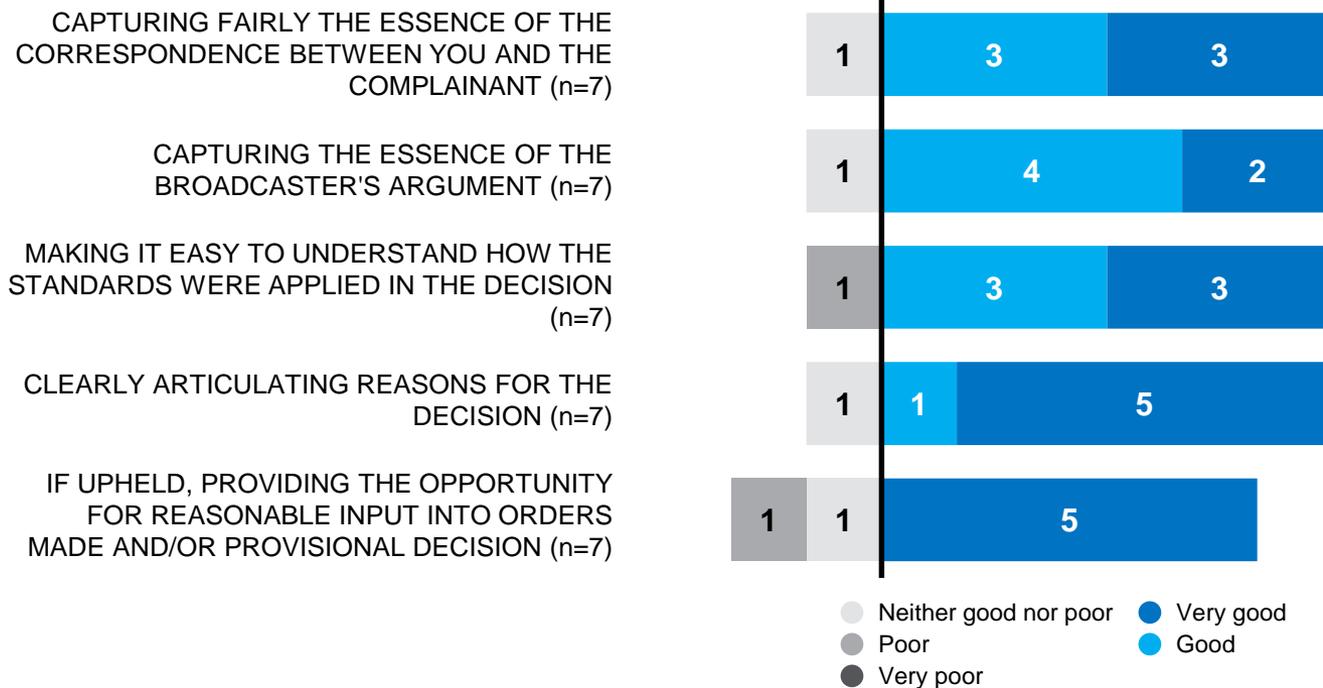
Q26. What aspects, in particular, have improved for you? Base: All respondents that indicated the relationship is 'worse' or 'much worse' (n=2**)

SATISFACTION WITH BSA'S WRITTEN DECISIONS IS GENERALLY MORE POSITIVE THAN IN 2017

A single broadcaster gave neutral or negative ratings across all aspects of the BSA's written decisions (and also indicated that the decision was 'unfair').

Results from the remaining six broadcasters were more positive than in 2017 with a greater number of 'very good' ratings, particularly in relation to *Clearly articulating reasons for the decision* and *Providing an opportunity for reasonable input*.

Six of the seven broadcasters rated the BSA's decisions as 'fair' (two of six rating 'very fair').



Base: All respondents that have had a complaint determined by the BSA in the last 12 months (n=7**)

Q23. How would you rate the written decisions your organisation has received from the BSA in the last 12 months, in terms of...

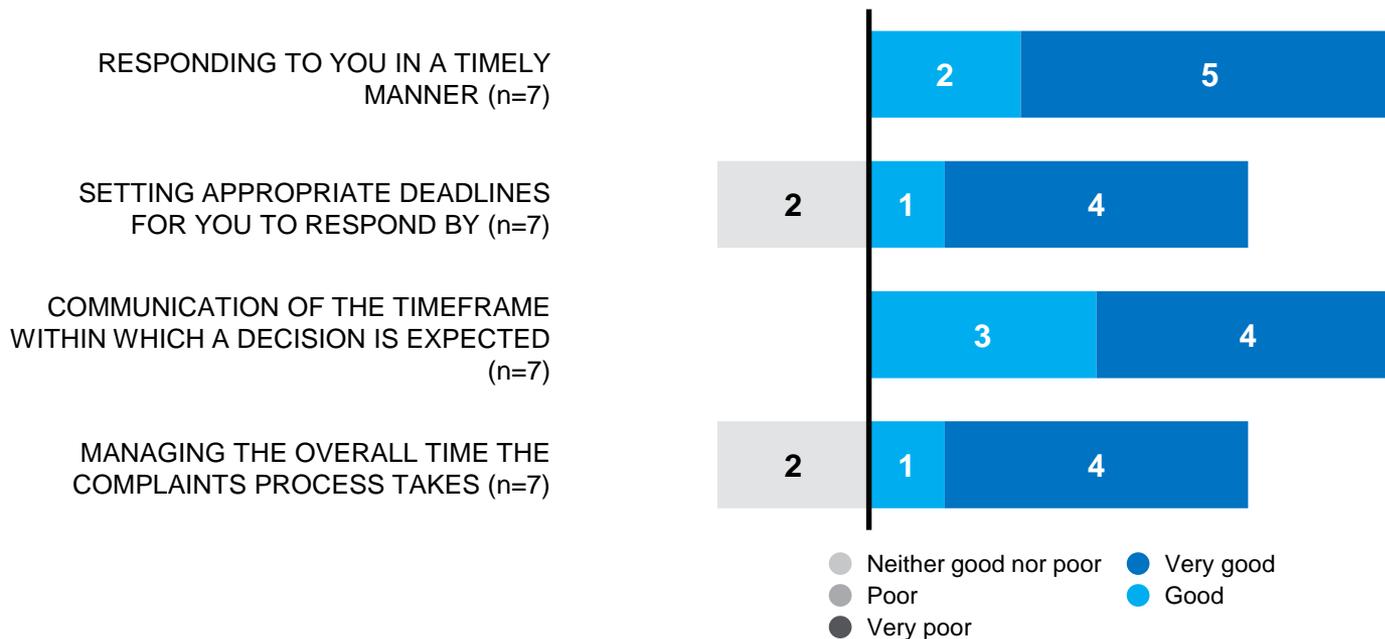
Q28. In general, please rate how fair you think the BSA's decisions were about the formal complaints you dealt with over the last 12 months?

TIMELINESS SHOWS IMPROVEMENT

Compared with 2017, there are more 'very good' ratings and no negative ratings.

Responding to you in a timely manner and *Communication of the timeframe within which a decision is expected* have seen the greatest improvement (five and four ratings of 'very good' cf. two in 2017, respectively).

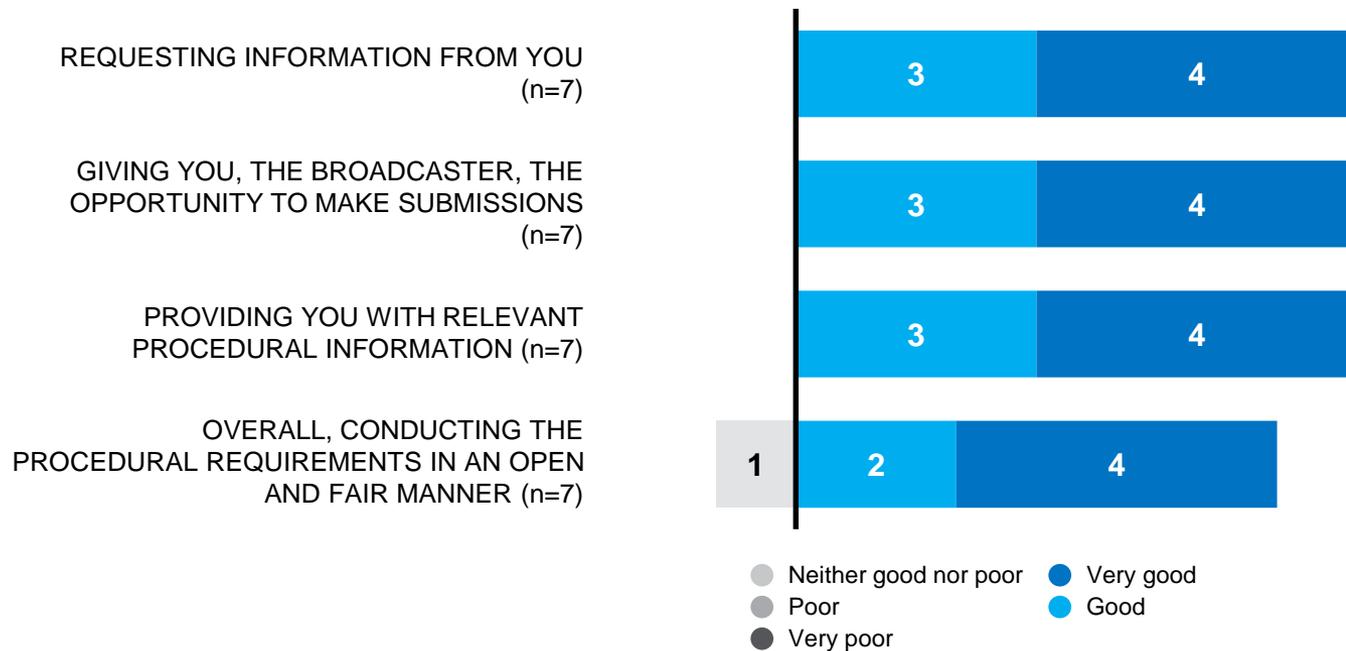
The broadcaster that rated *Setting appropriate deadlines for you to respond* 'poor' in 2017 has given a rating of 'good' in 2018.



INFORMATION EXCHANGE HAS ALSO IMPROVED

Respondents are more strongly positive about the exchange of information as part of the complaints process than in 2017.

In 2018, responses are more weighted towards 'very good' on all aspects (four in seven for all aspects cf. two in six in 2017).



Base: All respondents that had a complaint determined by the BSA in the last 12 months excluding 'Don't know / Not applicable'

Q22. How would you rate BSA's management of the complaints process, from a formal complaint first being referred to the BSA until the decision is released, in terms of...

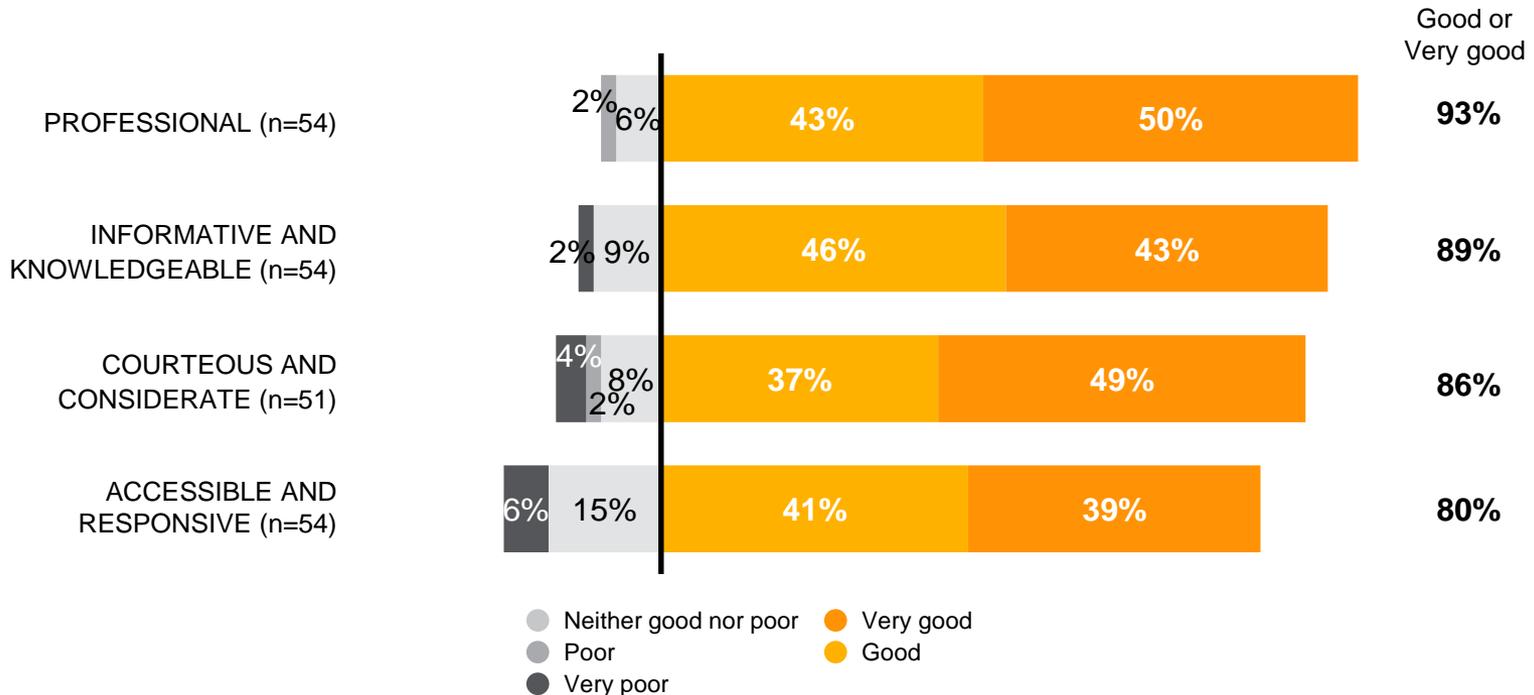
- # PROCESSES AND SERVICES:
- ▶ INTERACTIONS WITH THE BSA
 - ▶ BSA RESEARCH
 - ▶ 2017 GENERAL ELECTION

INTERACTIONS: PERSONAL CONTACT WITH BSA STAFF IS GENERALLY POSITIVE

Staff are perceived as professional, knowledgeable, courteous and considerate.

While still mostly positive, relative to other aspects, *accessibility and responsiveness* are areas where perceptions are slightly weaker.

As in 2017, all broadcasters that have had a complaint determined in the last 12 months, rated the personal contact with BSA staff positively on all aspects.



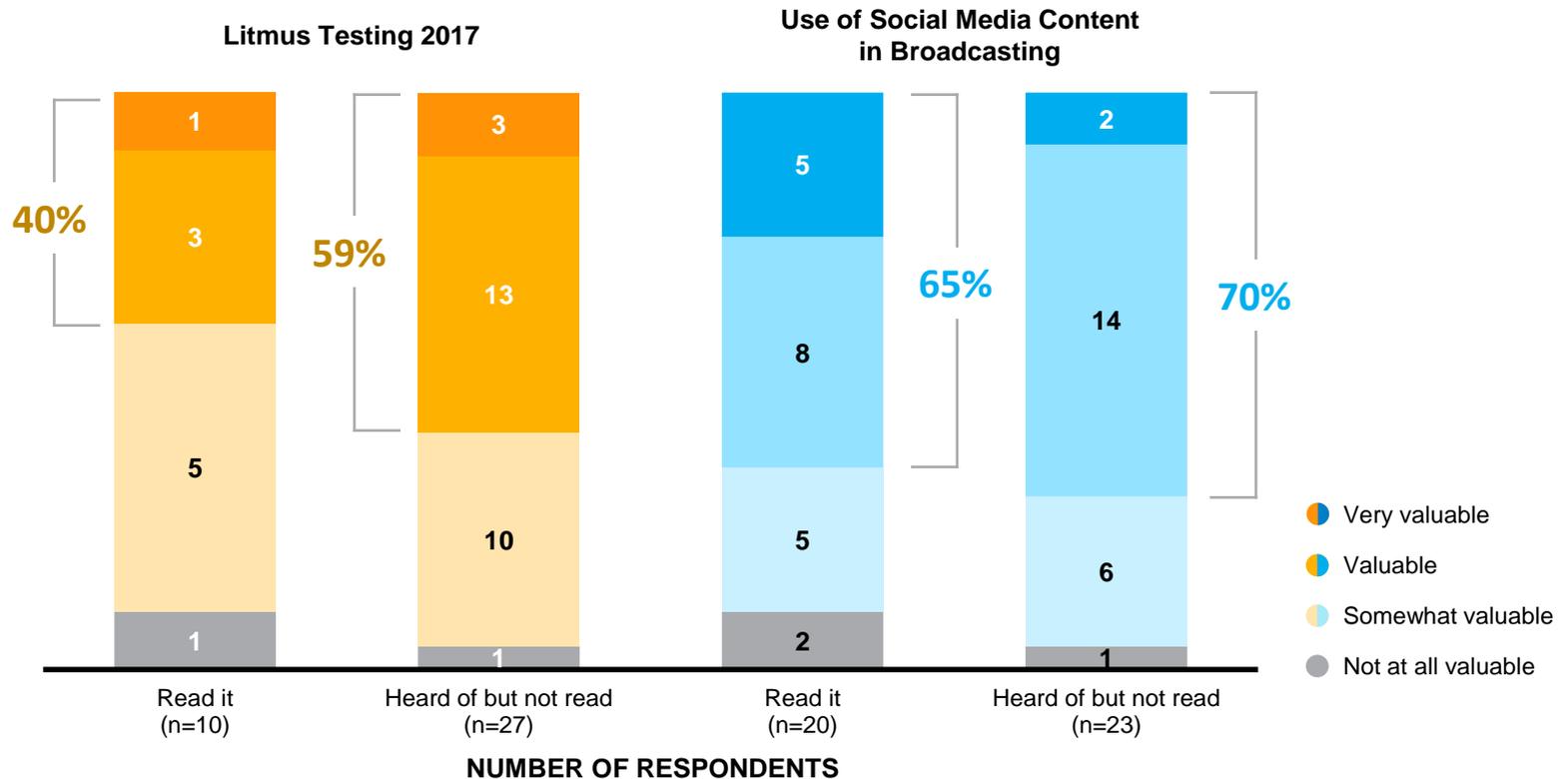
Base: All respondents excluding 'Don't know / Not applicable'

Q7. Thinking about the personal contact you have had with BSA staff (if any). How would you rate the BSA staff you have dealt with in terms of being...?

BSA RESEARCH: THE GREAT MAJORITY PERCEIVE BSA RESEARCH TO BE AT LEAST OF SOME VALUE

The *Use of Social Media Content in Broadcasting* research appears to be perceived more positively in terms of value than *Litmus Testing 2017*.

Four of the ten respondents that had read the Litmus Testing report (which tested BSA decisions looking at classifications and timebands, with members of the public) rate it as 'valuable' or 'very valuable' compared with 13 of the 20 (65%) that had read the *Use of Social Media Content in Broadcasting* research.



Q32. How valuable do you think the 2017 Litmus Testing research on classifications and the Programme Information Standard is to you as a broadcaster? Base: All respondents that are aware of the research findings from its 2017 Litmus Testing of BSA Decisions (n=37)

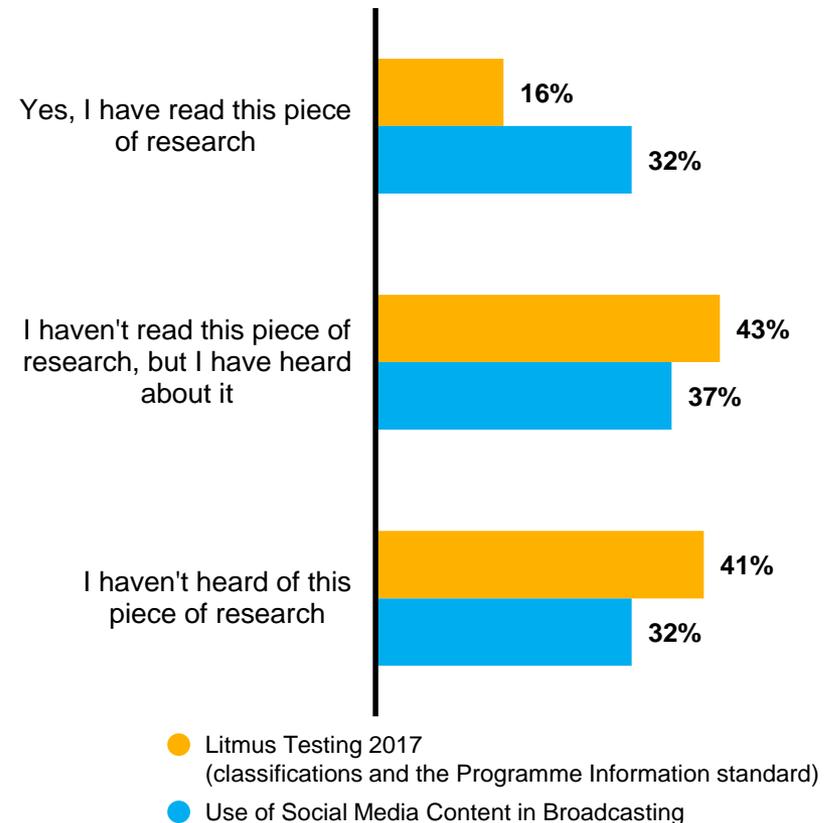
Q33. Based on what you know about this piece of research, how valuable do you think it is to you as a broadcaster? Base: All respondents that are aware of the (research report on Use of Social Media Content in Broadcasting (n=43)

BSA RESEARCH: READERSHIP IS RELATIVELY LOW

59% are aware of the *Litmus Testing 2017* research while 68% are aware of the *Use of Social Media Content in Broadcasting* report.

Awareness and perceived value of research does not necessarily convert to readership, with just 47% of those aware of the *Use of Social Media Content in Broadcasting* report having read it and 27% of those aware of the *Litmus Testing* report having read it.

AWARENESS OF BSA RESEARCH



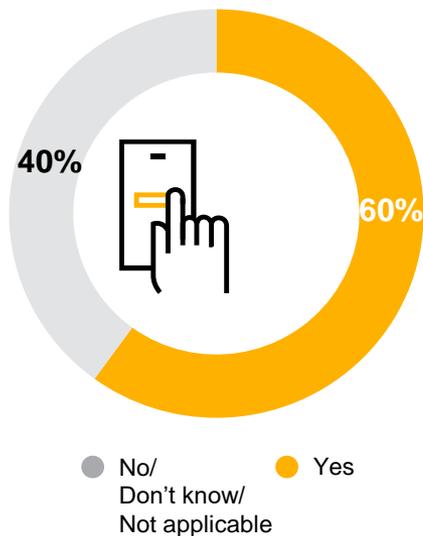
Base: All respondents (n=63)

Q31. In June 2017 the BSA released research findings from its 2017 Litmus Testing of BSA Decisions, looking at programme classifications and the Programme Information standard. In July 2017 it also released a research report on Use of Social Media Content in Broadcasting. Have you read these pieces of research?

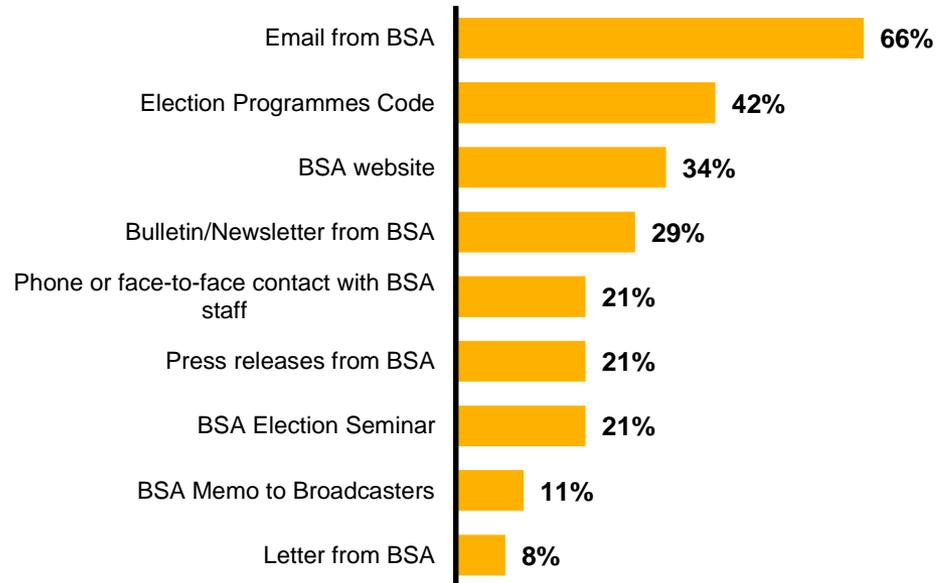
2017 GENERAL ELECTION: 60% OF BROADCASTERS SOUGHT INFORMATION OR GUIDANCE FROM THE BSA

The most prevalent source was *Email from the BSA* followed by the *Elections Programmes Code*.

SOUGHT OR RECEIVED GUIDANCE IN RELATION TO THE 2017 GENERAL ELECTION



SOURCES USED FOR GUIDANCE IN RELATION TO THE 2017 GENERAL ELECTION



Base: All respondents (n=63)

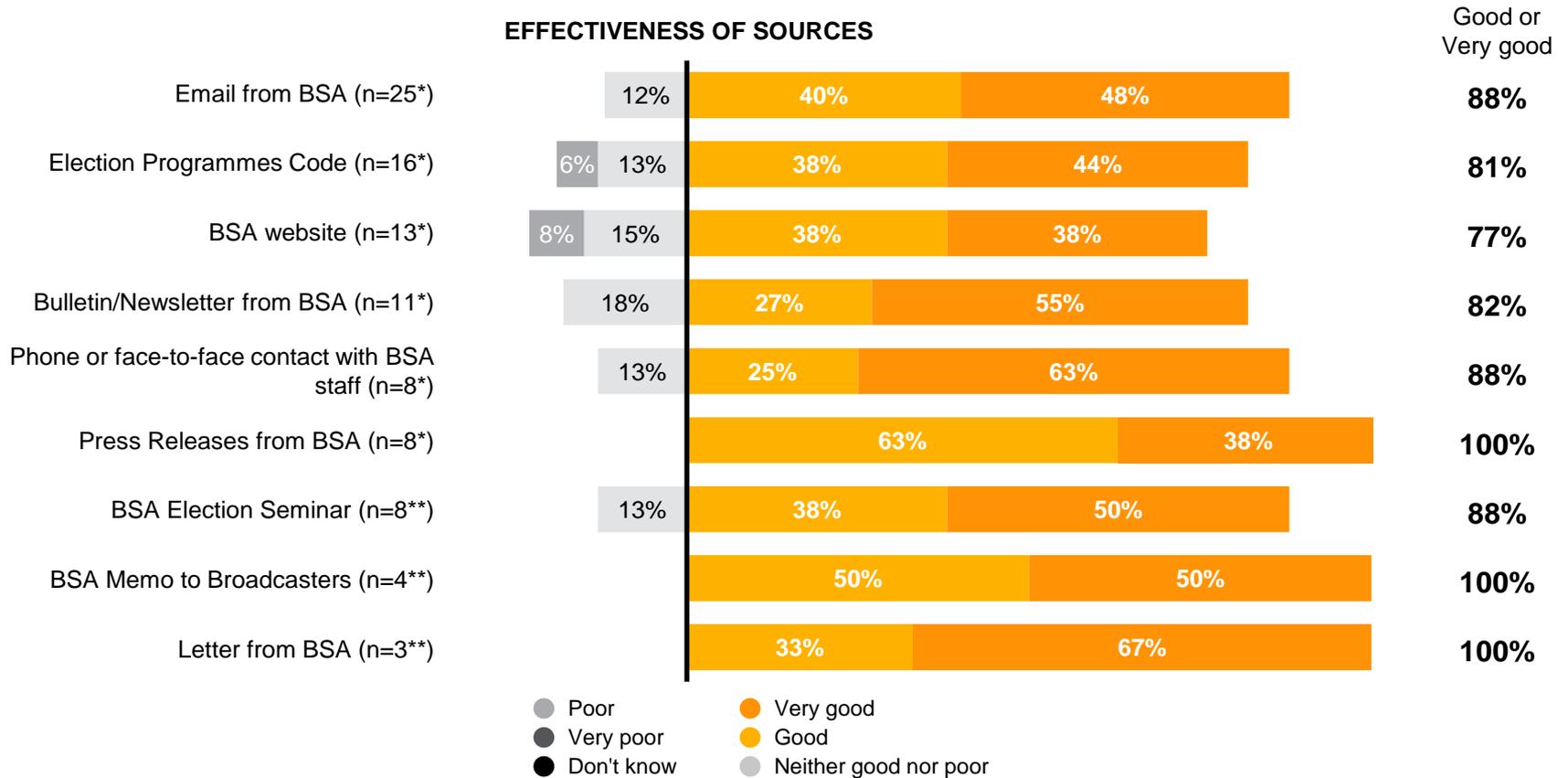
Q12. Did you seek or receive information or guidance from the BSA in relation to the 2017 General Election?

Base: All respondents that sought or received guidance in relation to the 2017 General Election (n=38)

2017 GENERAL ELECTION: ALL SOURCES OF INFORMATION WERE PERCEIVED AS HELPFUL

Broadcasters found each source helpful in understanding their obligations in relation to the Election and the standards that apply to election programmes.

EFFECTIVENESS OF SOURCES



Base: All respondents that sought or received information to understand your obligations in relation to the Election

Q14. For each source used, can you please indicate how helpful the information you received was in helping you to understand your obligations in relation to the Election, and the standards that apply to election programmes?

2017 GENERAL ELECTION: VERBATIM COMMENTS

WHAT ASPECTS WERE MOST USEFUL

"Guidance around balance and fairness with regards to airtime access to political parties. Guidance around announcers restriction about expressing their political views."
- Phone or face-to-face contact with BSA staff

"The information provided was relevant, succinct and to the point."
- Email from BSA, Election Programmes Code, Bulletin/Newsletter, Press Release from BSA

"Everything seemed reasonably clear. Tricky to monitor programmes in another language, but our responsibility lies in making the law clear to programme makers."
- BSA website, Election Programmes Code

"Email was very handy, if in doubt with certain things you could always go back to that email."
- Email from BSA, Press Release from BSA

"The written material was clear and unambiguous. It gave clear direction, in good language."
- Email from BSA, Phone or face-to-face contact with BSA staff, BSA website, Election Programmes Code, Press Release from BSA, BSA Election Seminar

"The seminar with information from BSA, Electoral Commission and Press Council on each aspect of their specific areas was very useful."
- Email from BSA, BSA Election Seminar

WHAT ASPECTS COULD HAVE BEEN IMPROVED

"All seemed to be worded for people who knew what you were talking about. Simplify it, tell us newbies what you mean."
- Email from BSA

"The information was still vague in all forms, and hard to access from some distance out from the election. Things started to become a little clearer closer to the period, but inquiries or clarification sought was often unhelpful or still vague. We acknowledge workshops were held, but not where we operate from and we have very limited financial resource."
- Email from BSA, BSA website, Election Programmes Code

"Having to get too specific on searches when looking for info regarding elections was frustrating."
- BSA website

"The respective presentations from each regulator needed to be consolidated more. Someone needed to start with an overview over how/when the different rules apply and who to speak to - I remember it feeling disjointed and confusing."
- BSA Election Seminar

"There seemed to be differing views or interpretations about radio broadcast regulations between BSA, The Electoral Commission and DIA. Liaison between these three organisations would be helpful so as to provide consistent information."
- Phone or face-to-face contact with BSA staff, BSA website, Elections Programmes Code, Bulletin/Newsletter from BSA

Base: All respondents that sought or received information to understand your obligations in relation to the Election (n=38)

Q15. What aspects did you find most useful, or what could have been improved, about the election guidance you received from the BSA?

*Selected comments are presented. For a full list of comments, please refer to the excel output provided

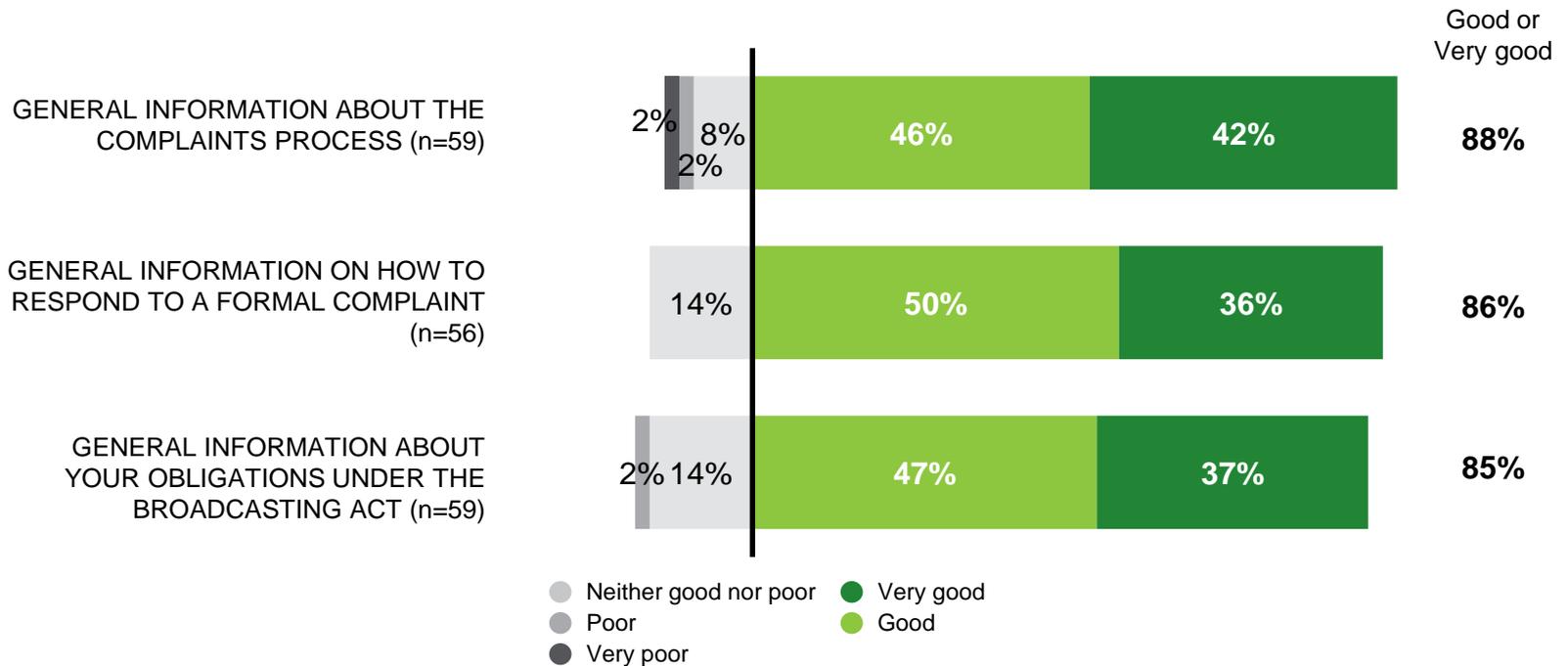
Q14. Through which of the following sources did you seek or receive guidance in relation to the 2017 General Election?

PROCESSES AND SERVICES: INFORMATION AND COMMUNICATION

BROADCASTERS ARE POSITIVE ABOUT THE GENERAL INFORMATION RECEIVED FROM THE BSA

Close to nine in ten rated the general information about the complaints process, how to respond to a formal complaint and broadcaster obligations positively.

The one broadcaster that rated *General information about the complaints process* and *General information about your obligations under the Broadcasting Act* 'poor' was relatively inexperienced, having only been in operation for between one and five years.

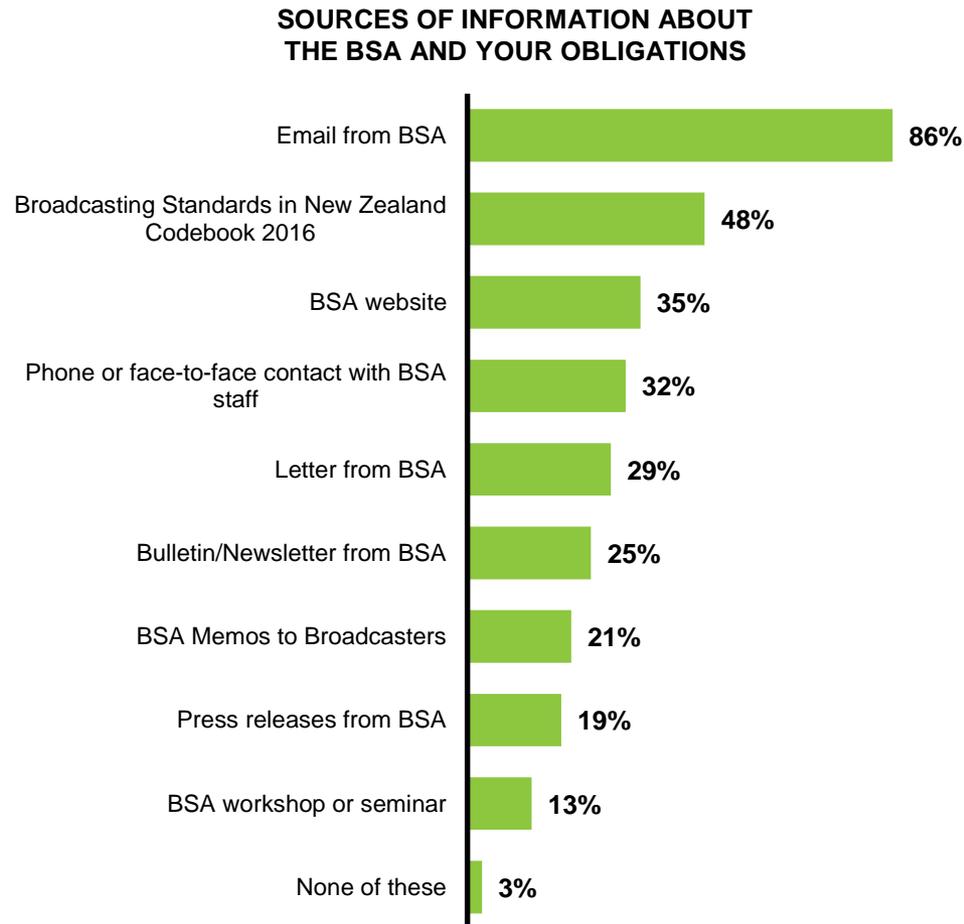


Base: All respondents excluding those who said don't know or not applicable

Q11. Overall, how would you rate the general information received from the BSA about each of the following...?

EMAIL FROM BSA IS THE MOST PREVALENT SOURCE OF INFORMATION

Broadcasters have used more than three resources on average.



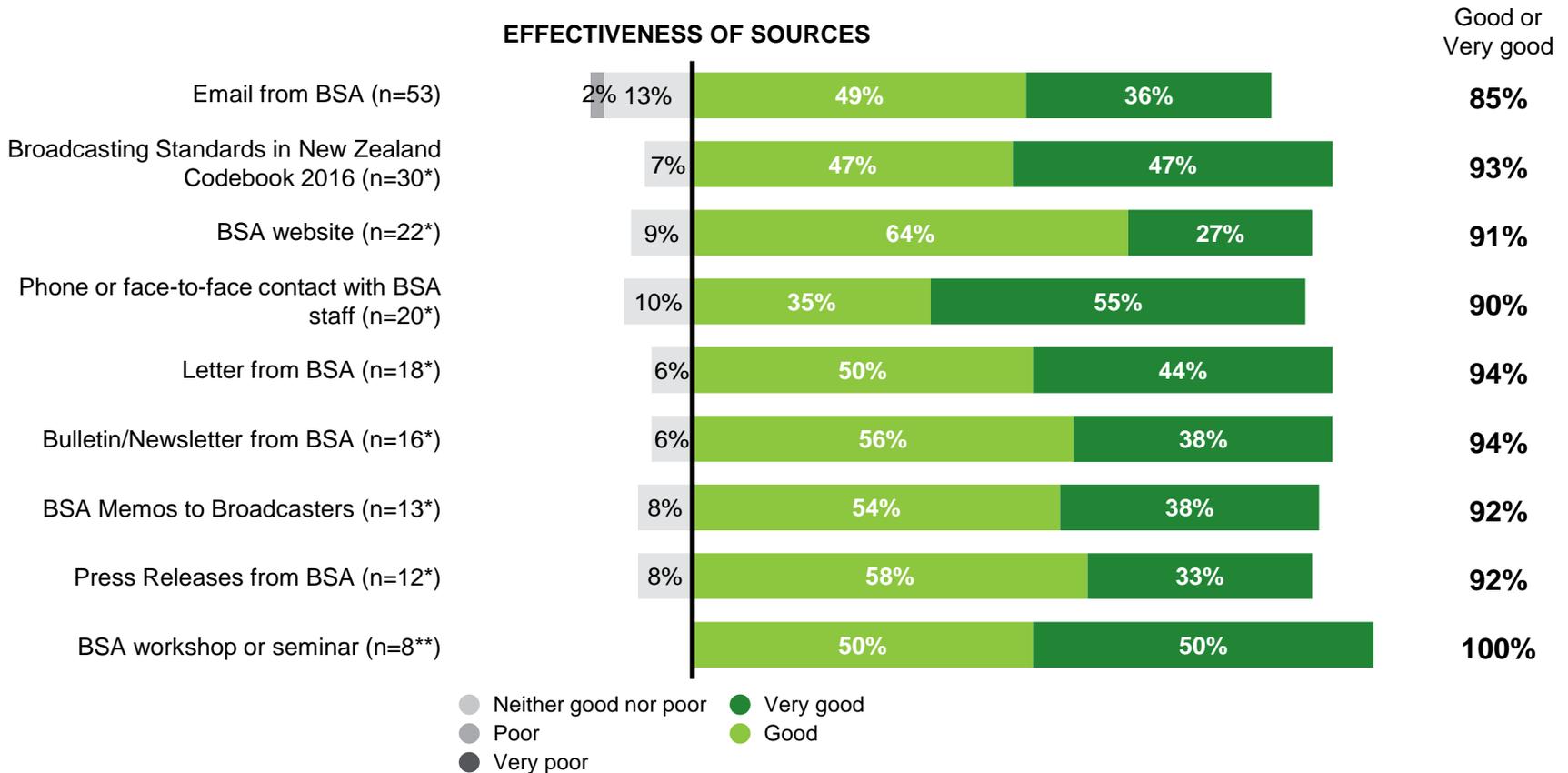
Base: All respondents (n=63)

Q8. Through which of the following sources have you sought or received information about the BSA and your broadcasting obligations?

ALL SOURCES OF INFORMATION ARE PERCEIVED AS HELPFUL TO BROADCASTERS

85% found the information sourced by email from the BSA (the most prominent source used) helpful.

While still positive overall, rating of the website is less strongly positive than other information sources.

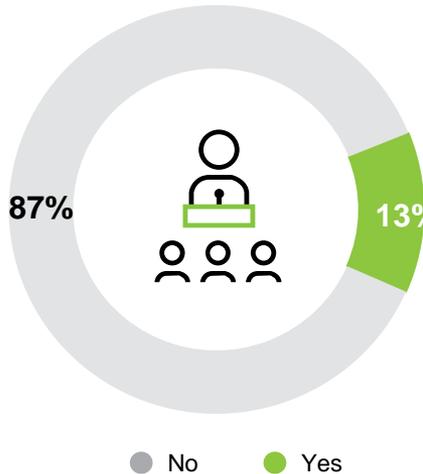


Base: All respondents that sought or received information from a source excluding 'Don't know / Not applicable'
 Q9. For each source used, can you please indicate how helpful the information you received from this source was?

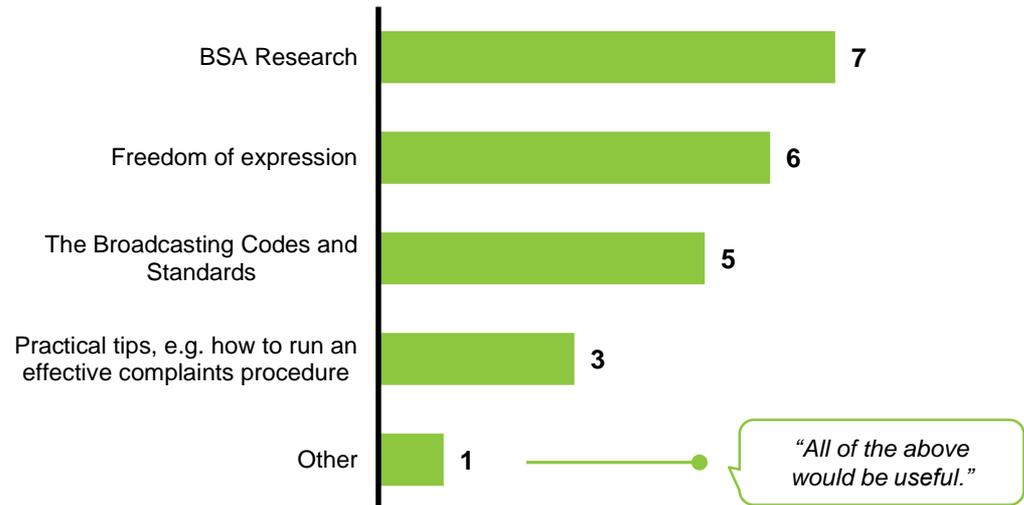
BSA RESEARCH IS THE MOST USEFUL TOPIC FOR FUTURE WORKSHOPS OR SEMINARS

The eight respondents that indicated they had attended a workshop or seminar were less interested in future topics relating to practical tips and more interested in covering BSA research and freedom of expression.

SOUGHT OR RECEIVED INFORMATION FROM A BSA WORKSHOP OR SEMINAR



USEFUL TOPICS TO COVER IN FUTURE WORKSHOPS OR SEMINARS



Base: All respondents (n=63)

Q8. Through which of the following sources have you sought or received information about the BSA and your broadcasting obligations?

Base: All respondents that sought or received information from a BSA workshop or seminar (n=8**)

Q10. Thinking about BSA workshops or seminars, what topics would you find useful for the BSA to cover in future workshops or seminars?

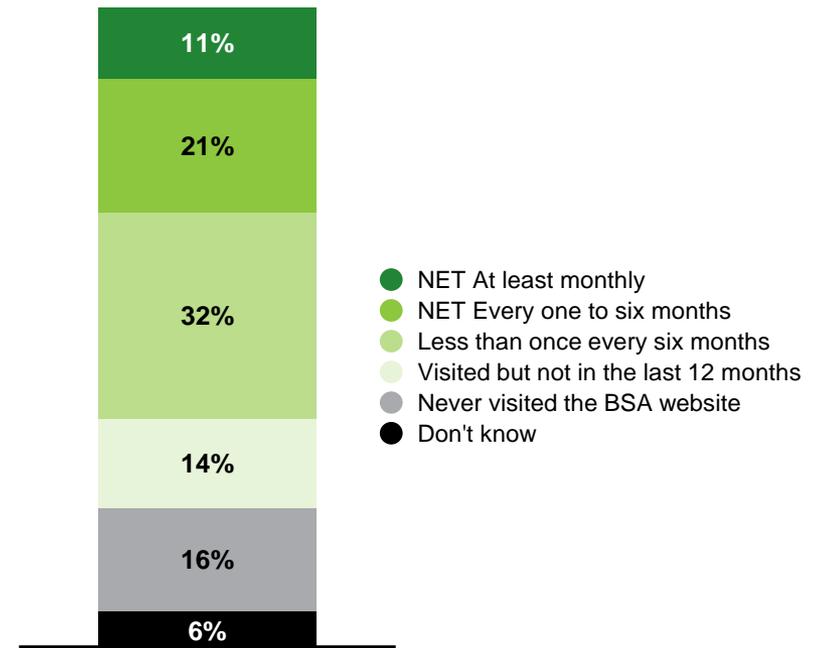
64% OF BROADCASTERS HAVE VISITED THE BSA WEBSITE IN THE PAST 12 MONTHS

One in ten broadcasters visit the BSA website at least once a month.

The 16% of broadcasters that have 'never visited the BSA website' are all exclusively radio broadcasters.

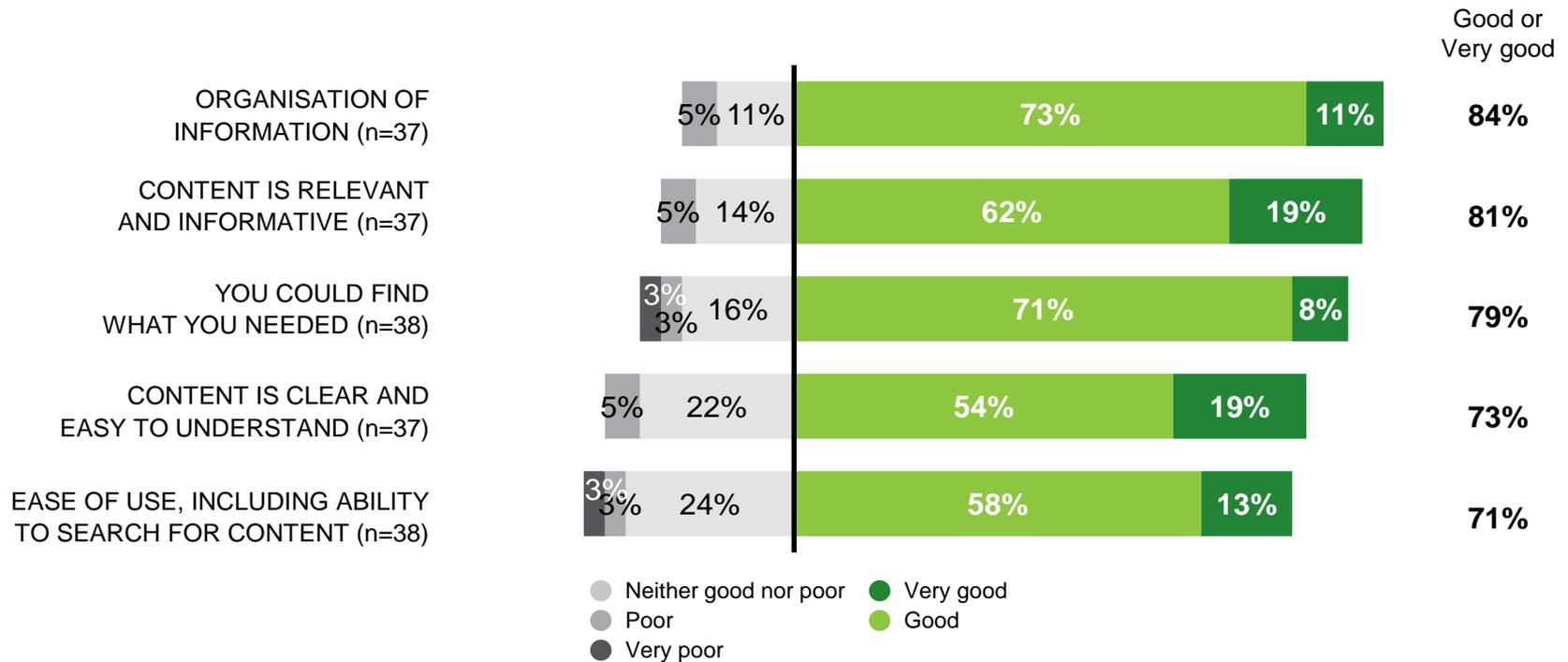
Broadcasters that have been subject to a formal complaint in the last 12 months have used the website more frequently. The more complaints, the higher the frequency with broadcasters with more than 100 complaints visiting at least once a month.

HOW MANY TIMES HAVE YOU VISITED THE BSA WEBSITE



BROADCASTERS THAT HAVE VISITED THE WEBSITE ARE POSITIVE (BUT NOT ENTHUSIASTIC) ABOUT THE VARIOUS ASPECTS

Ease of use, including the search function, is a potential area of focus for improvement.



Base: All respondents that visited the BSA website in the last 12 months excluding 'Don't know' Q17. How would you rate the BSA website on each of the following?

VERBATIM FEEDBACK ON THE BSA'S WEBSITE

WHAT ASPECTS WERE MOST USEFUL

"I use it for clear reminders on what the various standards are and my staff use it as a teaching resource for community broadcasters."

"Searching past judgments."

"Broad nature of content."

"The clear and concise layout of the home page. Making it easy to find whatever you require from the BSA."

"The access to relevant decisions is useful."

"Decisions and guidance."

"General information about a query."

"Great to find info from the codebook online."



WHAT ASPECTS COULD BE IMPROVED

"Resources like standard scripts for complaints announcements."

"Advertising standards for radio alcohol advertising."

"Some people have difficulty in locating relevant decisions using the random search."

"The search engine."

"More function on navbar"

"Clarity, without the legal take."

"More detailed explanation on some codes."

"Further information as to research, including relevant research from international counterparts."

"Home page is too cluttered. Suggest you reduce from three columns to two. People are used to scrolling down below the fold."

Q18. What aspects of the BSA website have you found most useful? Base: All respondents that visited the BSA website in the last 12 months excluding comments 'None/Nothing/Don't use it enough' (n=33)

Q19. What aspects of the BSA website could be improved? Base: All respondents that visited the BSA website excluding comments 'None/nothing/don't know/ no improvements needed' (n=26)

The background of the slide features a series of horizontal, wavy lines in various shades of blue, creating a sense of depth and movement, similar to water ripples or a textured surface.

nielsen
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